



Local vs National Restaurants: Localness Drives Greater Rates of Engagement on Twitter

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RESEARCH QUESTION

How does engagement on Twitter differ for local Eugene restaurants compared to national restaurants?



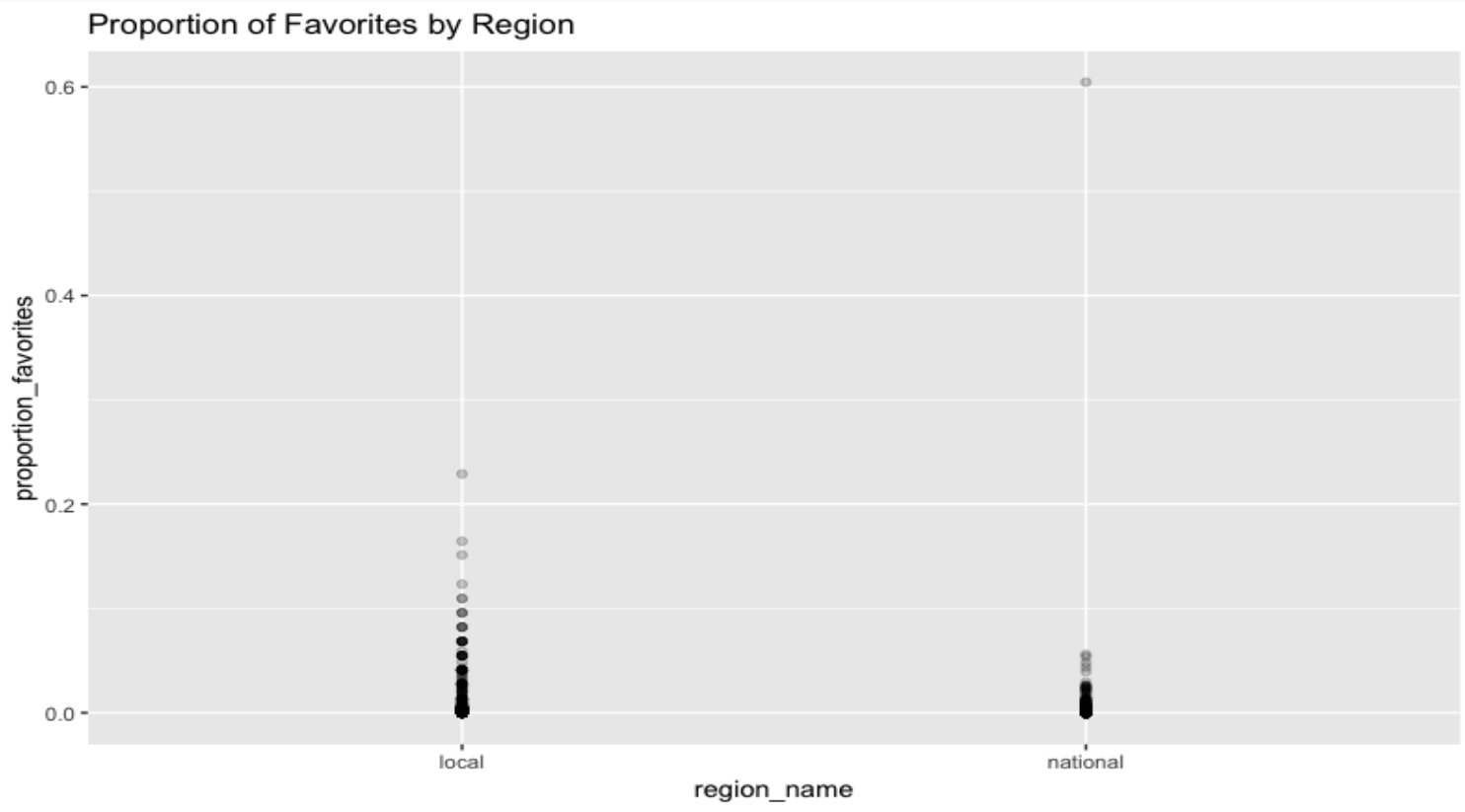
HYPOTHESIS

In a comparison of Twitter engagement for local and national restaurants, the local restaurants will have a greater rate of engagement than national restaurants.

What We Found

Table 2 Proportional average number of likes per restaurant					
Restaurant	Food Type	Chain Type	Mean Likes	<i>t</i>	<i>p</i>
Track Town Pizza	Pizza	Local	0.0097	-2.48	0.02
Pizza Hut		National	0.000007		
Little Big Burgers	Burgers	Local	0.04	14.38	< 0.001
Wendy's		National	0.00004		
Joe's Burgers	Burgers	Local	0.0003	-1.63	0.1
Burger King		National	0.0002		
Burrito Boy	Burritos	Local	0.013	1.92	0.06
Qdoba		National	0.00011		
Ambrosia Eugene	Pasta	Local	0.0001	6.81	< 0.001
Olive Garden		National	0.0000096		
The Sandwich League	Sandwiches	Local	0.0056	2.59	0.019
Panera		National	0.00028		
Dutch Bros Coffee	Coffee	Local	0.00051	6.27	< 0.001
Starbucks		National	0.0000015		
Off the Waffle	Waffles	Local	0.00087	-27.26	< 0.001
iHop		National	0.000015		
Elk Horn Brewery	Pub/Variety	Local	0.00026	7.91	< 0.001
BJ's Restaurant		National	0.0001		
Prince Pucklers	Ice Cream	Local	0.0033	-6.51	< 0.001
Baskin-Robbins		National	0.00016		

Table 3 Proportional average number of retweets per restaurant					
Restaurant	Food Type	Chain Type	Mean Retweets	<i>t</i>	<i>p</i>
Track Town Pizza	Pizza	Local	0.31	-1.28	0.22
Pizza Hut		National	0.0000013		
Little Big Burgers	Burgers	Local	0.28	1.13	0.26
Wendy's		National	0.0000067		
Joe's Burgers	Burgers	Local	2.75	-1	0.32
Burger King		National	0.000076		
Burrito Boy	Burritos	Local	0.0021	2.89	0.008
Qdoba		National	0.000023		
Ambrosia Eugene	Pasta	Local	0.00037	3.63	< 0.001
Olive Garden		National	0.0000018		
The Sandwich League	Sandwiches	Local	0.0016	1.36	0.19
Panera		National	0.0001		
Dutch Bros Coffee	Coffee	Local	0.00016	6.01	< 0.001
Starbucks		National	0.00000041		
Off the Waffle	Waffles	Local	0.00058	-4.19	< 0.001
iHop		National	0.0000038		
Elk Horn Brewery	Pub/Variety	Local	0.00074	1.53	0.13
BJ's Restaurant		National	0.00006		
Prince Pucklers	Ice Cream	Local	0.11	-1.05	0.29
Baskin-Robbins		National	0.000061		



Note: The average proportion of favorites per restaurant was significantly different across national ($M = 0.00009$, $SD = 0.0035$) and local ($M = 0.001$, $SD=0.0065$) restaurant chains, $t(10197) = 13.36$, $p < 0.001$. The average proportion of retweets per restaurant was not significantly different across national ($M = 0.00003$, $SD = 0.0017$) and local ($M = 0.49$, $SD = 45.16$) restaurant chains, $t(8774) = 1.02$, $p = 0.31$.

METHOD

- Matched ten Eugene based restaurants to ten national chains.
- Used R to scrape the most recent 3200 tweets from each account.
- Compared the number of favorites for each tweet.
- Ran a t-test to see if there was a significant difference between the average number of favorites on local and national twitter accounts.

INTERPRETATION

Local restaurants have a higher average number of favorites proportional to their follower count, when compared to national restaurants. This shows that local restaurants may receive more engagements due to their relationships with the local population and their focus on using social media marketing rather than traditional advertising used by national chains.